

UTAH HERITAGE AREAS AND CORRIDORS

Grant Guidelines

Please read the entire guidelines before preparing grant application

BACKGROUND

Heritage areas do not have a long tradition in the United States, and yet they have become an important planning tool. These areas link together community, business and heritage entities in an effort to gain recognition, facilitate planning, joint marketing, sustain quality of life, and achieve economic development in areas that share a common cultural identity. Further, these areas have significant cultural and heritage resources worthy of preservation. This has become a national trend because of the public interest in heritage tourism, both the external traveler coming from outside the region, and the traveler within the region. The numbers are: Over one-fourth of U.S. adults (53.6 million adults) reported taking at least one trip in the past year, which included a visit to an historic place or museum. Seventeen percent of U.S. adults (33.0 million adults) reported taking a trip in the past year that included a visit to a cultural event or festival. When combined, one-third of U.S. adults (65.9 million adults) reported taking an historic trip, a cultural trip or both in the past year.

The key difference, which distinguishes historic/cultural travelers from other travelers, is their reason for traveling. They're over twice as likely to travel for entertainment. Also key to understanding this group is how they travel. They're less likely to drive on their own cars and more likely to fly. They're also more likely to shop while traveling. Visits to national and state parks are also popular among these travelers.

Compared to travelers overall, historical and cultural travelers are a little older and more likely to be retired. They are less likely to have children in their households. As a result, they tend to take longer trips, include multiple destinations on their itinerary, spend more money, participate in more activities and stay

more often in hotels, motels and B&B's (as opposed to private homes). They more often travel in couples or large groups and are twice as likely to take group tours (7% vs. 3%). They're also more likely to travel in the spring and summer and less likely to travel in the winter. On average, historic/cultural travelers spent \$615 during their trips, significantly more than those who did not travel to historic/cultural destinations (\$367). Historic travelers spent, on average, \$688 during their trips, significantly more than the \$557 spent on average by cultural travelers.

PURPOSE

The purpose of this grant is to bring together the key players in heritage resource protection and development involving business, local governments, and heritage organizations, for the purpose of planning, developing and protecting a regions heritage. This grant provides for planning and project grants, a state designation process and prepares heritage areas in Utah to apply for National heritage area/corridor designation should they wish. In addition, the grants provide funding and technical assistance to geographical areas of Utah identified as heritage areas or corridors.

Visitors and tourists alike, as well as residents, will be able to experience firsthand the unique architecture, music, crafts, foods, festivals, art, and cultural lifestyle of a cohesive geographical area of Utah.

GRANT CATEGORIES

Planning grants and project grants can be applied for at the same time, however an organization will only receive planning grants until they become officially designated.

Planning Grants- Each eligible heritage area and corridor is eligible to receive on-going grants to assist the organization in developing and maintaining appropriate heritage area or corridor programs each year. Projects such as the creation of a heritage team, development of a heritage profile, establishing a legal framework, completion of heritage assessments, conducting heritage inventories and holding public meetings are eligible for planning grants.

Project Grants- Designed to assist heritage area organizations in completing projects that further their mission. Examples of project grants include: public education, business promotion, marketing, special events, preservation projects, etc.

ELIGIBILITY

In order to be eligible the organization must adequately represent the heritage area or corridor in which it is seeking designation. Applications may be received from non-profit entities or governmental agencies.

GRANT AMOUNT

Planning grants are \$5,000 - \$10,000, depending on the number of heritage areas or corridors applying. Project grants can be for an amount up to _____, and will be selected on a competitive basis by the CCHCC each year. The planning and project grant period will be from July 1st each year and must be received no later than April 1st. The grants will be awarded in April and will begin July 1st of the same year.

APPLICATION PROCEDURES

Please complete all sections of the application. Select the type of grant you are applying for. You may apply for both grants on one application. Pay special attention to the budget section, which indicates what the grant money will be used for. Keep the application focused and simple.

GRANT MATCH

All grants require a one-to-one match. Matching local funds and donated services must be directly and demonstrably related to the grant and occur during the grant period. Cash expenditures may be for any direct purchase of items used in the project or program, such as film, tape, printing costs, storage containers, etc. Donated services may include donated transportation costs (at 31.5 cents per mile) and/or donated labor (at the normal hourly rate for professional consultants or at \$5.15 per hour for volunteer assistance).

Successful applicants will sign a contract with terms to be negotiated. The contract will identify the program or project goals, including all products and other specific conditions. All contracts require compliance with state fiscal and reporting standards.

REIMBURSEMENT

Because this is a reimbursement grant, grant recipients will be reimbursed upon receipt of evidence of documentation showing compliance and completion of agreed-upon goals (or some part thereof). In addition, copies of cancelled checks and receipts documenting expenditures of funds are required, as is documentation of donated services.

APPLICATION SUBMISSION

Return completed application to:

**Utah Heritage Area and Corridor Program
Utah Division of State History
300 Rio Grande
Salt Lake City, UT 84101-1182.**

For further information contact
Alycia Aldrich at 801-533-3556

APPLICATION #

UTAH DIVISION OF STATE HISTORY

Grant Application

Heritage Areas and Corridors

Section I: General Application Information

ORGANIZATION		
CONTACT PERSON (name and title)		
ADDRESS		
CITY	STATE	ZIP
PHONE	FAX	
E-MAIL		

TYPE OF GRANT APPLYING FOR	
Planning Grant (\$5,000 to \$10,000)	Project Grant (up to _____)
Through this application, you will become automatically affiliates of the Division Of State History, members of the arts council, travel council, members of the pioneers community program, members of the division of Indian Affairs and minority offices and members of the Business Economic Development and receive all mailings associated with those divisions.	

HERITAGE AREA / CORRIDOR (Define geographical boundaries of heritage area)												
PARTNERSHIP (describe the partnership that will come together to facilitate and implement a heritage area / corridor)												
MAIN GOALS (state your goals in one or two sentences)												
PROJECT TITLE (In less than ten words)												
BUDGET SUMMARY (From complete detailed budget page.)												
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OTHER GRANTS SUPPORTING THIS PROGRAM/PROJECT												

NAME OF ORGANIZATION REPRESENTATIVE (please print or type)	TITLE
SIGNATURE	DATE

Section II: Proposed Scope of Work (attach additional sheets as needed)

GOALS AND EXPECTED RESULTS (Each application should state clearly what is proposed, why it is to be undertaken, what the expected results will be, and what the public benefit will be.)

PLANNING:

PROJECT(S):

STAFF & VOLUNTEERS (Please list the staff and volunteers involved, their qualifications, and what each will be responsible for.)

PLANNING:

PROJECT(S):

STANDARDS (Please describe what steps you are taking to conform to applicable professional standards.)

PLAN OF WORK (Please outline your plan of work, include what steps are planned with specific dates and activities. **You must include a beginning date and completion date.**)

PLANNING:

PROJECT(S):

Section III: Budget

EXPENDITURE OF CASH OR THE VALUE OF IN-KIND SERVICES	Grant funds	Cash match	In-kind match	Total
Personnel - labor, volunteer, contracted, professional and technical service. (For volunteers list individually at minimum wage [\$5.15] unless professional rate can be verified in writing.)				
PLANNING:				
PROJECT(S):				
Materials and expenses (itemize)				
PLANNING:				
PROJECT(S):				
Travel and mileage (mileage reimbursed @ .31 per mile)				
PLANNING:				
PROJECT(S):				
TOTALS				

If you need additional space, use the back of this page.